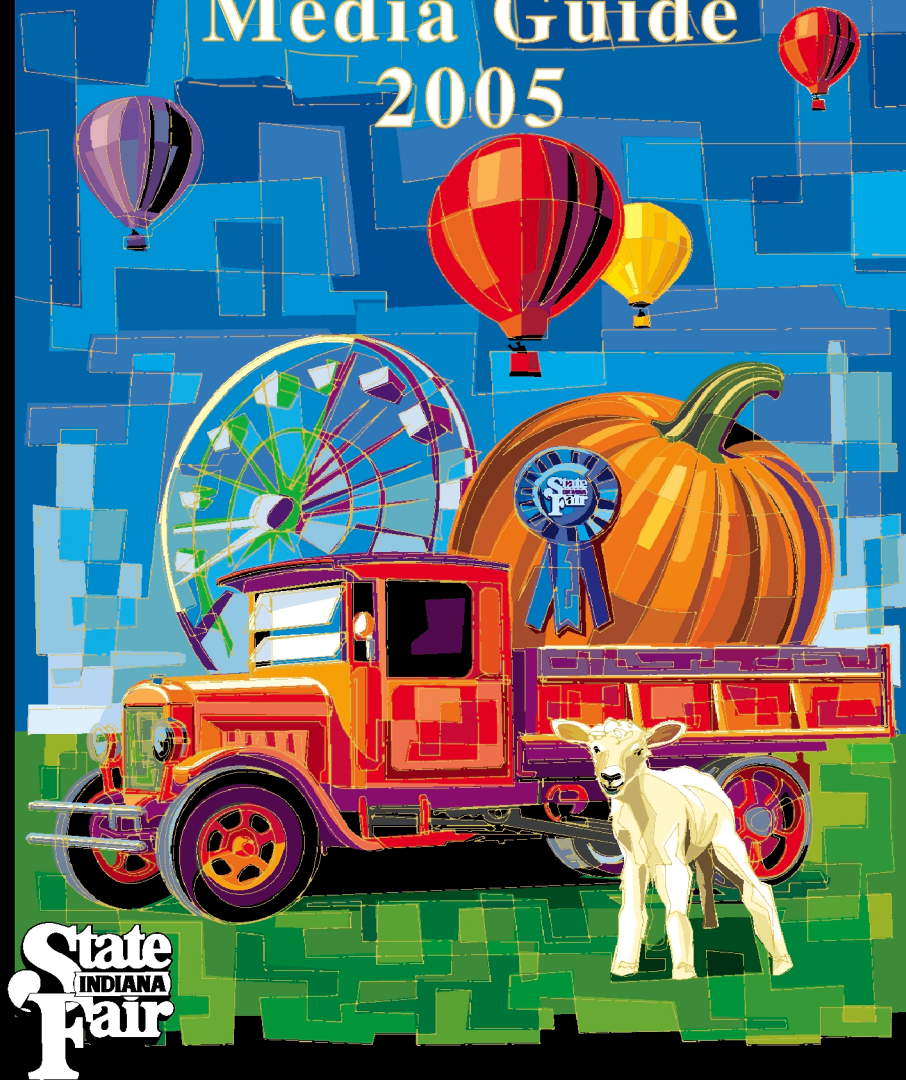


August 10-21, 2005

THE GREAT INDIANA STATE FAIR

WHAT WOULD SUMMER BE WITHOUT IT!

Media Guide 2005



State
INDIANA
Fair

Contact Information

The Publicity/Media Relations office is located on the second floor of the Communications Building across from the Operations Center and Swine Barn inside Gate 6. This is where you can find competition results, news releases, available phones, Internet access and refreshments.

Contacts:

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Other Helpful Numbers:

Cindy Hoyer, Executive Director	(317) 927-7501
Michelle Leavell, Marketing Director	(317) 927-7524
Main Switchboard	(317) 927-7500
State Fair Ticket Office	(317) 927-1482



Welcome

Dear Media Representative:

If you haven't covered the Indiana State Fair before, you're in for a treat – maybe even several treats as State Fair cream puffs and deep-fried Reese's Cups debut this year. But the food is only one of many interesting stories you will find.

Our Fair is an end-of-summer celebration for many Hoosier families, and has been for generations. From Opening Day's National City Band Day competition to the Last Blast Fireworks show, countless stories of interesting exhibits, champion animals and Hoosier traditions are waiting to be told. We'd like to help you do just that.

My staff and I are here to offer our assistance for whatever you need. We hope you will take advantage of the workspace, news releases and refreshments available in our 2nd floor office of the Communications Building. We may also have photographs, audio and video to complement your stories. Please use our Web site, www.indianastatefair.com, as yet another source of reference.

Thanks again for being part of the 2005 Indiana State Fair. We hope you enjoy yourself while "on assignment" here, and that you will be back for our 150th Fair in 2006.

Sincerely,



Andy Klotz
Publicity & Media Relations Director
Indiana State Fair

Media Credential Policy

All requests for credentials to the Indiana State Fair need to be made in writing on company letterhead and submitted to the Media Relations office at 1202 East 38th Street, Indianapolis, 46205. Unless requested otherwise, all credentials and parking permits will be mailed or delivered to media agency supervisors who are expected to distribute them to appropriate personnel. The credentials are for **working members of the media only** and should not be used as general admission to the fair or as promotional prize package give-aways (requests for such tickets should be made separately).

Your Indiana State Fair credential admits you to all events except Marsh Grandstand concerts. Interview requests for Marsh Grandstand entertainers are handled in the order in which they are received and will be at the discretion of the performers. Credentialed events include, but are not limited to:

- A Taste of Indiana Agriculture wine-tasting party (8/3)
- National City Band Day Competition (8/10)
- 4-H Sale of Champions (8/15)
- VOICE Xtreme Freestyle Motocross (8/15 & 8/16)
- Blue Ribbon Horse Pull (8/17)
- OrthoIndy Cheerleading Contest (8/20)
- Indiana State Fair Queen Pageant (8/21)

Media should enter the Fairgrounds through Gate 6 off Fall Creek Parkway from the north – left-hand turns from the south are illegal. Television live trucks may also use Gate 1A off 38th Street, but they must have an escort to their remote locations, which can be arranged by calling the Media Relations office at (317) 927-7577.

Once inside the grounds, all vehicles except live trucks will be directed to park in a designated area in the infield. **No vehicular traffic other than live trucks and golf carts will be permitted from 10 a.m. to 10 p.m.** Golf carts will have restricted access from 10 a.m. to 10 p.m. Any outlet that plans to bring its own golf cart on the grounds needs pre-approval by sending a written request to the Media Relations office.

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General Information

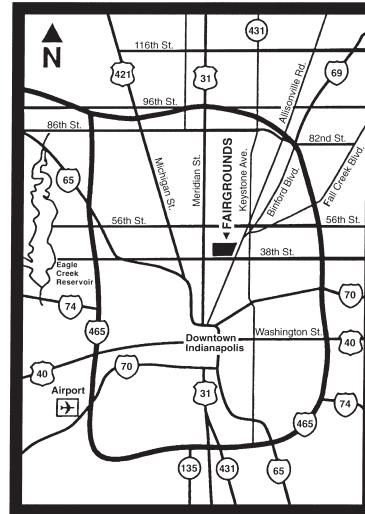
WHAT: The 2005 Indiana State Fair

WHEN: August 10 – 21

WHERE: Indiana State Fairgrounds
1202 E. 38th St.
Indianapolis, IN 46205

HOURS: Gates open daily at 6 a.m.
with events beginning at 8 a.m. most days

ADMISSION: \$6 at the gate for anyone
6 and older; children 5 and under get in
free; \$5 advance discount tickets are
available until August 10 at all Marsh
Supermarkets, CVS/pharmacies, Indiana
Farm Bureau offices, Union Federal
Banks, The Marten House Hotel and the Indiana State Fair Box Office



PARKING: There is a variety of free and paid parking options, including
shuttle service. Please see the “Arrival & E-Z Park” section on the next page.

MEDIA ACCESS: Media can enter the Fairgrounds **from the north** through
Gate 6 off Fall Creek Parkway (see map on inside of back cover).

PUBLIC ACCESS: Fairgoers can enter the Fairgrounds through Gate 1A off
38th Street, Gate 6 off Fall Creek Parkway, Gate 10 on the Fairgrounds’ northeast
corner, Gate 12 off 42nd Street, Gate 16 on the Fairgrounds’ northwest corner and
Gate 18 on the Fairgrounds’ west side (see map on inside of back cover). Gates
12 and 18 are for pedestrian traffic only.

ACCOMMODATIONS: Persons with disabilities can find accessible parking
inside Gate 1 and Gate 6. A TTY (317-927-7402) is located in the Administra-
tion Building. Wheelchair and electric vehicle rentals are available just inside
Gate 1A, in front of Indiana’s Grand Hall and inside Gate 12.

Arrival & E-Z Park

In an effort to ease traffic congestion during peak times, the Indiana State Fair has added a variety of Click It or TICKET parking and transportation options. They include:

Free Parking

Just as in past years, free parking is available on a first-come, first-served basis in the Fairgrounds' infield, the Indiana School for the Deaf on 42nd Street and north of the School for the Deaf on 46th Street (includes shuttle service to the Fair's entrance).

E-Z Park Parking Lots

For \$5/vehicle, fairgoers can park in two lots near the Fairgrounds:

- The 38th Street lot is located on the south side of 38th Street across from the Main Gate where people can walk across the street and into the Fair.
- The Fall Creek Parkway and Keystone Avenue lot is located on the north side of Fall Creek Parkway and includes shuttle service to the Fair's entrance.

State Fair Park & Ride

State Fair Park & Ride shuttles are \$2/person (kids 5 and younger are free). People can board the buses at Glendale Mall's Rural Street lot every 20 minutes from noon to 11 p.m. Monday-Thursday and 10 a.m. to 11 p.m. Friday-Sunday. Shuttle buses will also operate from the Major Taylor Velodrome on West 38th Street and Cold Spring Road from 10 a.m. to 11 p.m. Friday-Sunday.



Pedal & Park

Visitors receive \$1 off Fair admission when they bike to the State Fair and use one of the secured bike racks available on the Monon Trail at 38th Street from 10 a.m. to 7 p.m.



History



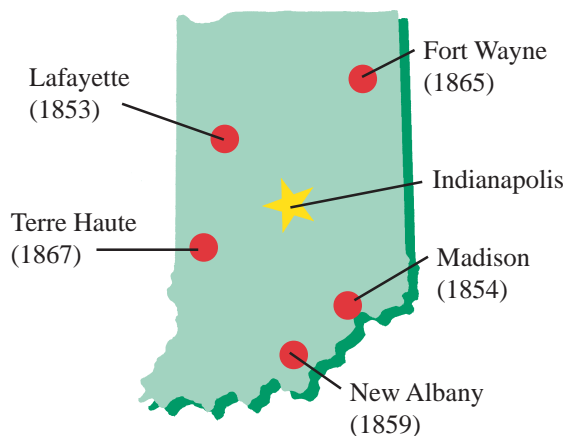
The Indiana State Fair is the sixth oldest state fair in the nation and dates back to 1852. It has been held every year with the exceptions of 1861 (Civil War) and 1942-1945 (WWII), making this the 149th Indiana State Fair.

The original purpose of the Fair was to allow Indiana's farmers to get together to share ideas, view the most modern farming techniques and display their products. The Fair has stayed true to these ideals and continues to be a yearly highlight for thousands of Hoosiers.

FUN FAIR FACT:

The Indiana State Fair will celebrate its 150th year in 2006!

Indiana's first State Fair took place in what is now known as Military Park in downtown Indianapolis, but the Fair has not always been held in the state capital. Other cities that have hosted the Fair are indicated on the map below.



In 1892, the Fair moved to its current location at East 38th Street and Fall Creek Parkway, previously the Voss Farm.

Historical Indiana State Fair Moments

- 1852 The first Indiana State Fair is held.
- 1892 The Fair moves to its current location and construction costs exceed \$150,000. Some of the original buildings include: Administration Building, Grandstand, Swine Barn, Sheep Barn and eight Speed Barns.
- 1907 **The original Fairgrounds' Coliseum is built.**
- 1919 The Exposition Hall opens its doors. It was traditionally used as the site of the Indianapolis Auto Show.
- 1922 The East Pavilion (Draft Horse Barn) is built.
- 1939 The present-day Pepsi Coliseum is constructed.
- 1947 The first Indiana State Fair High School Marching Band Contest is held.
- 1964 **The Beatles perform two sold out shows to nearly 30,000 screaming fans.**
- 1975 The inaugural Indiana State Fair Giant Hot Air Balloon Race is held.
- 1982 The Fair expands from 10 days to 12 days.
- 1983 The Fair Train begins transporting Fairgoers to-and-from Fishers.
- 1989 New Kids on the Block sets a Marsh Grandstand attendance record with 18,509 fans in the crowd.
- 1997 The Sheep Barn, now named the Marsh Blue Ribbon Pavilion, is reconstructed into a fully enclosed, modern livestock exhibition space.
- 2001 An \$8 million renovation of the West Pavilion (Cattle Barn) begins. It includes a new floor, windows, doors and lobby.
- 2003 The East Pavilion undergoes a name change and an \$8 million, two-year renovation. The building is now called the Champions Pavilion.
- 2004 The 4-H Education Complex receives a \$7.5 million upgrade, including the reopening of Centennial Hall (formerly the Boys' Dormitory).



FUN FAIR FACT:

The West Pavilion (Cattle Barn) is the largest of its kind in the world. There are approximately 4.5 acres under its roof.

Attendance

The Indiana State Fair has attracted more than 700,000 visitors seven of the past eight years. The following is the total attendance at each Fair since 1990:

<u>Year</u>	<u>Total Attendance</u>
2004	900,365
2003	878,114
2002	796,431
2001	731,592
2000	754,410
1999	748,204
1998	728,724
1997	673,167
1996	701,021
1995	591,680
1994	672,872
1993	689,924
1992	722,218
1991	676,693
1990	639,335

FUN FAIR FACT:

The first Indiana State Fair in 1852 had an entrance fee of 20 cents and had 30,000 visitors over three days.



The biggest single-day attendance record of 117,912 occurred on August 14, 2004, beating the previous record by 16,939 visitors!



Six single-day attendance records and the current total attendance record were set during last year's Indiana State Fair. The following is a list of record attendance for each of the 12 days of the Fair:

	<u>Day</u>	<u>Year</u>	<u>Attendance</u>
1.	Wednesday	2004	68,459
2.	Thursday	1992	86,087
3.	Friday	1993	79,283
4.	Saturday	2004	117,912
5.	Sunday	2004	116,112
6.	Monday	2004	70,123
7.	Tuesday	2003	79,276
8.	Wednesday	2003	68,586
9.	Thursday	2002	68,095
10.	Friday	2001	72,453
11.	Saturday	2004	109,308
12.	Sunday	2004	80,483

What's New

Featured Exhibits & Events:



- **Baseball – America's Game** – Located in the Indiana's Grand Hall all 12 days of the Fair, this exhibit offers some of the unique and historically significant artifacts of America's national pastime. In addition to all the balls, bats, gloves and uniforms on display, batting cages and radar guns are set-up for visitors to test their baseball abilities as well.

- **Project Bandaloop** – This one-of-a-kind dance troupe uses unique music, lighting and choreography in its presentations, but that's not why it's one of the Fair's must-see events. What makes this group special is that these are vertical dancers, rappelling off the sides of buildings and other large structures. They'll perform daily at 8 p.m. and 9 p.m. on the 4-H Exhibit Hall in the Farm Bureau Insurance Celebration Park.



- **International Circus Hall of Fame from Peru** – Many traditional circus elements will be on display in the Pfizer Fun Park all 12 days of the Fair, including a ringmaster, Flying Trapeze, Bungee Trapeze and high-wire acts. There is also a "Tiger Talk" tent and daily elephant rides!
- **Governor Daniels' Sports Spot** – Located just east of the Dickie's FFA Pavilion on the fairgrounds' north side, this area features performances by jump ropers, gymnasts, dance teams and others from throughout the state. There is also a celebrity basketball competition coached by First Lady Cheri Daniels and a prize wheel where fairgoers can win fun things like flying discs and jump ropes.



- **The Procrastinators** – This high-energy percussion trio performs its unique brand of music on drums, water bottles and other items. They'll perform on the Main Street Stage three times daily Aug. 10 -20.

- **Pin-framed Living History Barn** – Built by an Amish building company from Middlebury, Ind., this impressive two-story structure demonstrates yesteryear construction and fits right into the tradition-rich Pioneer Village atmosphere. Open every day of the Fair.
- **Cartoon Corral** – Some of the most popular children’s television and comic book characters stop by to greet visitors in the Pfizer Fun Park. **Spider-Man** (Aug. 16), **SpongeBob SquarePants** (Aug. 17), **Batman** (Aug. 18) and **Strawberry Shortcake** (Aug. 19) will have kids smiling as they sign autographs and pose for pictures during their respective days at the Fair.
- **Pathway to Water Quality** – The main mulch walkway of this outdoor exhibit, which shows how proper management practices protect our soil and water resources, has been completely replaced with pervious concrete, a porous substance that allows rainwater to pass directly through the pavement and eventually into the soil naturally. Also added this year are: a new pergola seating area, a pervious concrete water fountain and a rain garden watered by a rooftop runoff.



Other Special Exhibits & Events:

- **Marriage on the Midway** – One lucky couple will be chosen to tie the knot on the State Fair midway Aug. 19 and receive a wedding prize package that includes unlimited midway food and rides for the wedding party. The winner is scheduled to be announced Aug. 5.
- **First Lady Cheri Daniels’ Heartland Walk for Health** – Indiana’s First Lady leads the public in a two-lap circuit walk on the road around the State Fairgrounds’ famous one-mile Track of Champions on Aug. 20. People may register for \$5, which includes State Fair admission.
- **Home & Family Arts** – Four chefs showcasing agricultural products, kids “make it, take it” and a pork contest have all been added to this building’s long list of activities. The building itself has received many improvements, including new paint, wiring and decor.
- **Food Demonstrations in Centennial Hall** – Food experts with Purdue University will share their expertise with visitors through demonstrations in the Whirlpool Kitchen area of Centennial Hall.



- **Antique Tractor Games** – Watch antique tractors that can still plow the “Back 40” and do much more... all in the cool comfort of the Pepsi Coliseum Aug. 13, 7 – 9 p.m.

- **USDA Food Safety Mobile Lab** – This 35-foot recreational vehicle stops in to the Fair Aug. 19 – 21 with its eye-catching design and prominent food safety messages. Its purpose is to educate consumers about the risks associated with mishandling food and to offer steps to take to reduce risk of food borne illnesses. It is parked in the Farm Bureau Insurance Celebration Park.
- **Indiana Tourism Outdoor Recreation Sweepstakes** – In celebration of the new 2005 Indiana Outdoor Recreation Guide, the Indiana Office of Tourism Development, Department of Natural Resources and Recreation Vehicle Council of Indiana are giving away a 2006 Coachman travel trailer. For more details, visit the Indiana Tourism booth in the Expo Hall or the Department of Natural Resources building. The Coachman trailer is on display behind the Department of Natural Resources building.
- **Whiplash the Cowboy Monkey** – This talented monkey tries to steal the show as he performs during the intermission of the PRCA rodeos Aug. 13 – 14. Whiplash has performed all over North America riding his dog to the amazement of on-lookers.
- **Pioneer Science Discovery Kids Lab** – This new Youth Interactive Learning Stations in the 4-H Education Complex focuses on earth science and will have demonstrations and displays throughout the run of the Fair.
- **4-H Television Studio** – 4-Hers from across the state show off their broadcasting and video production skills though the use of this new facility in Centennial Hall. Participants will do live, closed-circuit broadcasts that also include pre-produced reports and presentations.



- **Dancin' Digger** – Reynolds Farm Equipment presents a JCB “Dancin’ Digger” backhoe that demonstrates the strength and durability of its unique hydraulics system with its exceptional ability to sit on its bucket!

Familiar Exhibits & Events with New Twists:

- **Midway** – This year, the new Crazy Mouse makes its Indiana debut when it joins the classic Fireball and other thrilling rides on the midway. This new spinning roller coaster features circular cars traversing a track spinning as they go around the curves.



- **OrthoIndy 3-on-3 Basketball Tournament** – This youth-dominated event has been moved from the northeast corner of the fairgrounds to the parking lot behind the Home & Family Arts Building. It runs from 8 a.m. to 5 p.m. Aug. 13.



- **Fiddle Contest** – This year's ISF Fiddle Contest features a performance by professional fiddle player Alan Jobbour Aug. 13. Jobbour is also conducting a fiddle workshop at the end of the contest to share his talents with other fiddle enthusiasts.

- **Senior Day** – Seniors get all kinds of special treatment like free shuttle rides on the Fair's second Thursday instead of its first as in previous years.

- **FFA Day** – The FFA Talent Review highlights some of this group's activities on its special day, which is now on the last Saturday of the Fair (Aug. 20).

- **Hoosier Millionaire stage show** – Moved to Monday from the Fair's second Thursday, this show packs in thousands of fans, all hoping to be among the six contestants drawn from the audience.



- **Farmers' Market** – In addition to the fresh produce available in the Marsh Ag/Hort building throughout the Fair, there is an expanded Farmers' Market in front of the Home & Family Arts Building on Aug. 20.

Services

- **Hot water hand washing stations** – In addition to the 50 or so hand sanitizing stations located around the fairgrounds, the State Fair has four new hot water hand-washing stations around the grounds. They are located at the Dickies FFA Pavilion petting zoo, Goat Mountain, Main Street (in front of the Pepsi Coliseum) and Pfizer Fun Park, offering visitors more opportunities to keep hands clean and prevent the possibility of bacterial illnesses.





- **Transportation Center** – Access to and from the State Fair continues to get easier with this new drop-off and pick-up point on the Northeast side of the fairgrounds near the Pfizer Fun Park.

Food

- **State Fair Cream Puffs** – These yummy treats will be brought in fresh daily from Taylor's Bakery and filled and topped here at the fairgrounds. Visitors will find them near the northwest corner of the grounds at the State Fair Bakery and Coffee Shop featuring Starbucks Coffee.
- **Deep-fried Reese's Cups** – In addition to all the Oreos and candy bars, this year's deep-fried delectables include Reese's Cups. Dipped in a light cake batter and deep-fried to perfection, these are sold two in an order in front of the Indiana's Grand Hall and at the corner of the Pepsi Coliseum.
- **Italian Bowtie Pastries** – The newest addition to the deep-fried dessert menu, these light and flaky desserts are served three ways: strawberry coated with sprinkles, honey covered with sesame seeds and chocolate smothered with sprinkles. These tasty treats can be found at Spaghetti Eddie's booth, along with his famous deep-fried Twinkies and cinnamon rolls.



Marsh Grandstand Entertainment



Coors Light presents Rascal Flatts with Blake Shelton

August 11 - 7:30 pm (\$33.50 & \$41)

As the 2004 and 2005 Academy of Country Music Awards' Top Vocal Group of the Year, Rascal Flatts has quickly established itself as one of the hottest acts in country music. With hit singles that include, "Praying for Daylight," "These Days," "I'm Movin' On," "I Melt" and "Bless the Broken Road," Rascal Flatts has proven themselves to be a crowd and industry favorite. Their third album, "Feels Like Today," was certified platinum just six days after its release and debuted at No. 1 on the Pop and Country album charts. Newcomer Blake Shelton is drawing comparisons to legends such as Conway Twitty and Garth Brooks. With his third release gathering a lot of attention, his expanding list of hits includes "Austin," "Ol' Red," "The Baby" and "Some Beach."



Herman's Hermits starring Peter Noone

August 12 - 7:30 pm (FREE)

With hit songs like "Mrs. Brown You've Got a Lovely Daughter," "I'm Henry VIII, I Am" and "I'm Into Something Good," Herman's Hermits outsold every recording act in the world including the Beatles in 1965. Peter Noone, former Herman's Hermits front man, is a classically trained singer, actor and dancer. He is known for appearing on many television shows, entertaining audiences with his banter and dry British wit, and producing a long line of hits.





PRCA Rodeo, a Dodge Rodeo

August 13 - 1 & 7:30 pm; August 14 - 1 pm
(\$10 adults & \$5 children 6-12)

The PRCA Rodeo makes its return to the Indiana State Fair for three shows in 2005. A traditional Fair favorite, the PRCA rodeo features the best professionals on the rodeo circuit. In addition to the exciting roping,

wrestling, herding and racing activities, this year's rodeo features a special appearance from Whiplash the Cowboy Monkey. Whiplash is an 18-year-old Capuchin monkey who has performed all over North America riding his Scottish Border Collie to the amazement of audiences.

Ultimate Bull Riding

August 14 - 7:30 pm (\$11 adults & \$6 children 6-12)

A new addition to this year's Indiana State Fair, Ultimate Bull Riding is sure to become a Fair favorite. While quite dangerous for the riders, this exciting event will captivate spectators as they watch some of the top bull riders on the PRCA circuit hold on while getting shaken, bucked and tossed.



VOICE Xtreme Freestyle Motocross

August 15 & 16 - 1 pm (FREE)

The VOICE Xtreme Freestyle Motocross Show features seven motocross riders who are top-ranked in national freestyle competitions. Xtreme Freestyle Motocross combines the thrills of motocross with high-flying

stunts that will literally take your breath away. X Games and motocross veterans Nate Adams, Matt Buyten, Greg Hartman, Justin Hoyer, Sean Nielson, Jason Rowe and Steve Wagner will be featured during both days' performances.



Switchfoot

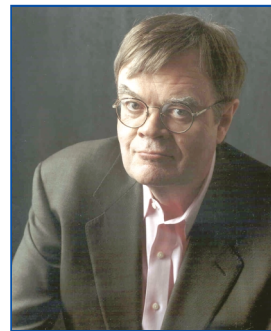
August 16 - 7:30 pm (\$29.50 & \$31.50)

With more than 40 songs that have been used on television shows like “Dawson’s Creek” and “Felicity,” San Diego’s Switchfoot is now all over the radio with its 2003 double-platinum album “The Beautiful Letdown.” Since the album’s release, the band has played more than 300 mostly sold out performances. Creating a mix of the Police and James Taylor with the energy of the Beatles and Stevie Wonder, Switchfoot just issued its fifth studio release, “Nothing Is Sound.”

“A Prairie Home Companion” - The Rhubarb Tour with Garrison Keillor

August 17 - 7:30 pm (\$25 & \$30)

Garrison Keillor’s broadcasts of humorous stories about the fictional town of Lake Wobegon, complete with imaginary sponsors, have been entertaining audiences since 1974. What began in Minnesota before a live audience of 12 people now reaches more than four million listeners on more than 580 public radio stations each week. In addition to featuring Keillor’s signature monologues and witty rapport with The Guy’s All-Star Shoe Band, Prairie Home Companion regular Fred Newman will also take part in this year’s performance.



Clay Aiken

August 18 - 7:30 pm (\$30 & \$35)

Formerly a North Carolina schoolteacher, Clay Aiken has enjoyed tremendous popularity despite finishing second to Ruben Studdard in 2003’s season of “American Idol.” Aiken’s debut single “This Is The Night” went all the way to No. 1 on Billboard’s “Hot 100,” while his ensuing album, “Measure of a Man” topped the charts after its release. Aiken has used his stardom to educate Americans on developmental disabilities in children. He also founded the Bubel/Aiken Foundation in an effort to foster total inclusion of the disabled.



Alan Jackson with The Wrights

August 19 - 7:30 pm (\$44 & \$48)

Georgia native Alan Jackson is known for his heartfelt lyrics and down-to-earth sensibility. Fifteen years after being signed to Arista Nashville, and 43 Top 10 hits later, Jackson's most recent release, "What I Do," has gathered a great deal of industry and fan attention. As a recipient of 96 major industry awards as a

singer, Jackson's mass appeal entertains audiences young and old. Special guests, The Wrights, comprised of husband, Adam, and wife, Shannon, will join Jackson. The pair have demonstrated amazing talent and are becoming industry favorites. Their singles, "Down This Road" and "On The Rocks" have been featured on CMT.

Keith Urban with Shelly Fairchild

Last Blast Fireworks to follow

August 21 - 7 pm (\$33.50 & \$41)

Academy of Country Music's 2005 Top Male Vocalist, Australian-born Keith Urban has collected six Number One and eight Top Five hits. With singles that include "Days Go By," "Who Wouldn't Wanna Be Me," "You'll Think of Me" and "Love Somebody Like You," Urban has become a fan and industry favorite. As the recipient of the Academy of Country Music



Award's 2001 Top New Male Vocalist and the Country Music Association's 2001 Horizon Award winner, Urban's career shows no sign of slowing down. Special guest Shelly Fairchild is touring in support of her May 2005 Columbia debut, "Ride," which includes the tracks, "You Don't Lie Here Anymore" and "Tiny Town."

All concert ticket prices include Fair admission. Tickets can be purchased at the State Fairgrounds box office and all Ticketmaster locations. They can also be purchased through Ticketmaster charge-by-phone at (317) 239-5151 or online at www.ticketmaster.com.

For more information, contact Ticketmaster, the Indiana State Fairgrounds box office at (317) 927-1482 or visit www.indianastatefair.com.

4-H



More than a century old and known for its motto “to make the best better,” 4-H is dedicated to helping young people reach their potential. The Indiana 4-H Youth Development Program is part of the Purdue University Cooperative Extension Service, which has 300,000 active participants in kindergarten through 12th grade. Nationally, 4-H is part of the Extension Service of the U.S. Department of Agriculture, which boasts seven million participants making it one of the largest youth programs in the United States. Internationally, there are four million youth from 80 different countries participating. Each member only has a maximum of 10 years to participate. Other interesting 4-H facts include:

- The 4-H clover was adopted in 1911 and has four H's representing head, heart, hands and health.
- 4-H is open to anyone in grades 3 through 12, but there are opportunities to start being involved for children as young as 5 years old.
- Since 1960, only 43 percent of participants are from rural areas or towns of up to 10,000 people. The remaining 57 percent are from larger cities and their suburbs.
- Thirty-one percent of 4-H'ers are racial and ethnic minorities.
- 4-H programs are conducted in 3,051 counties in the U.S., District of Columbia, Guam, Virgin Islands, Puerto Rico, American Samoa, Micronesia and Northern Mariana Islands.
- 4-H has over one million living alumni in Indiana. Some notable members include actress Florence Henderson, Garfield cartoonist Jim Davis and Superintendent of Public Instruction Suellen Reed.

(Sources: 4-H National Web site www.national4-hheadquarters.gov and Indiana 4-H Web site www.four-h.purdue.edu)



Grant County 4-H member Brad Atkins shows off his champion Shorthorn steer.

FFA

The National FFA organization is dedicated to making a positive difference in the lives of young people by developing their potential for premier leadership, personal growth and career success through agricultural education. Nationally, FFA was founded in 1928; Indiana FFA began a year later. The group's motto is "learning to do, doing to learn, earning to live, living to serve."

FFA operates with more than 7,000 local, state and national chapters and more than 475,000 members age 12 to 21 (9,000 members in Indiana). The youth participate in a hands-on work experience allowing them to apply knowledge learned in class. Other interesting FFA facts:

- At the Fair, FFA allows students to showcase their agricultural education classroom and FFA skills with a series of events including: presentations on the Food, Fiber and Natural Resources industry, golf course design, courtyard programming and career development events.
- FFA alumni include Garfield creator Jim Davis, athletes Bo Jackson and Terry Bradshaw, former president Jimmy Carter, musician Don Henley and former POW Jessica Lynch.
- FFA is funded through private donations and sponsorships. Indiana FFA was awarded a \$607,000 grant from Lilly Endowment Inc., to improve and market the Indiana FFA's programs and its Leadership Center in Trafalgar, Ind.
- Thirty-six percent of FFA members are female and 21 percent are racial and ethnic minorities.
- Twenty-seven percent of members live in rural, farm areas; the remainder live in rural non-farm (39 percent) or urban and suburban areas (34 percent).
- The traditional blue FFA jacket has been a part of the organizations dress code since 1933. In August FFA will start shipping out a design that is more like the original version.
- Indiana ranks 19th nationally in total membership and 38th in chapter numbers with 174.
- Last year, FFA awarded over \$1.9 million dollars in scholarships nationally, which added up to 1 out of every eight applicant being awarded.
- FFA's national headquarters are located in Indianapolis.

(Sources: FFA National Web site www.ffa.org and Indiana FFA Web site www.indianaffa.org)



National City Band Day

The 58th annual National City Band Day Competition is August 10, 2005 with preliminaries beginning at 10 a.m. and the “Sweet 16” beginning at 8 p.m. High school bands small and large from all over Indiana will compete for the title of “State Fair Champion.” Since 1988, the competition has been a staple of Opening Day. Over the years there have been many changes in rules and routines, but the one constant has been the talent and school spirit that shines through during each performance. For more information on this State Fair tradition, check out David Holscher’s Web site dedicated to the event, www.statefairbandday.com.

FUN FAIR FACT:

Prior to 1967, there were only ten finalists. In 1967, the set-up was changed from the Top Ten to the Sweet 16 finalist format that is still used today.

Band Day History

- When Band Day started in 1947, bands would play their music and march past the grandstand without stopping.
- Band Day’s first competition had only 14 bands.
- Pike High School has the record for the most appearances at Band Day 56 years (1947-2003).
- Franklin Central won six championships from 1993-1999. Their lone loss was a second-place finish to Winchester in 1997.
- Jay County has made the “Sweet 16” every year since it began competing in 1977.
- Anderson owns the record for the longest streak of making the “Sweet 16” (1967-2001).

Top 5 Bands, 2004

1. Muncie Southside
2. Highland
3. Jay County
4. Centerville
5. Richmond

Trophies & Cash Awards

1st Place	Trophy & \$4,000
2nd Place	Trophy & \$3,400
3rd Place	Trophy & \$3,000
4th Place	Trophy & \$2,700
5th Place	Trophy & \$2,300
6th Place	Trophy & \$2,000
7th Place	Trophy & \$1,800
8th-10th	Trophy & \$1,500
11th-16th	Trophy & \$1,200
17th-25th	Plaque & \$975
26th & below	Plaque & \$700



Queen Pageant

County queens from all over Indiana will compete in the Miss Indiana State Fair Queen Pageant to help close the 2005 Indiana State Fair. All county queens are invited to compete for the title of Miss Indiana State Fair, as long as they are U.S. citizens and Indiana residents between the ages of 16 and 20.

In order to find the perfect young woman to represent the Indiana State Fair, three judges are selected to bring diversity to the competition through their various backgrounds. These judges then vote to determine who will be crowned Miss Indiana State Fair based the following of criteria:

Queen Judging:

- Interview - 50%
- Evening Gown - 30%
- Professional Wear - 20%



Miss Indiana State Fair is rewarded with a \$1,000 prize, \$1,000 wardrobe, tiara, trophy and various other gifts. Keela Roser, Miss Indiana State Fair 2005, will pass her crown to the young woman selected as the best representative for the Fair with her personality, poise and presence. The queen represents the Indiana State Fair through various appearances at county fairs and media interviews.



*Miss Indiana State Fair 2005
Keela Roser*

Queen Pageant Facts:

- Keela Roser is Wabash County's second State Fair Queen in the pageant's 47-year history (Bobbi Leckrone Bates, 1991).
- The inaugural State Fair Queen Pageant was held in 1958.
- Only 32 of the 92 counties have had Indiana State Fair Queen Pageant winners.
- Allen County has had the most Indiana State Fair Queens with four.
- Miss Indiana State Fair makes 30 to 35 appearances throughout the summer and travels an average of 6,000 miles during this time.
- In 1994, the pageant date was moved from the weekend before the Fair to the end of the Fair, making Nicole Helfrich, Miss Indiana State Fair 1993, the only queen to have reign over two State Fairs.

4-H Sale of Champions

The 4-H Sale of Champions, August 15, consists of 24 items representing the finest exhibits from more than 8,000 entries at the Fair. 4-H members offer the Grand and Reserve Champions and an additional top three animals from each of the beef, sheep, swine divisions, along with nine superior items representing the rabbit, poultry, horticulture, dairy goat, meat goat, dairy steer and wool projects.

Last year, the 34th annual sale raised a record of \$156,050 that is used to help 4-H members attend college, purchase breeding animals and develop future careers.



Lindsay Gardner holds her record breaking Champion Meat Goat, which sold for \$9,500 in 2004.

FUN FAIR FACT:

The Sale of Champions began in 1970, but was originally two separate sales, the Spotlight Sale for live-stock and the Highlight Sale for small animals and horticulture. The two sales merged in 1994.

Buyers who are interested in participating in the sale, but unable to attend can still donate through the Champion Buyers Club. The club allows people to contribute money into a pool of funds to provide a minimum price for the champion projects.

4-H members exhibit all the projects sold at the sale and spend the year preparing their projects for the State Fair, often exhibiting their projects at the county level as well. The 4-H motto is "To Make the Best Better," and

they certainly have. Last year's Sale of Champions featured six record-breaking sales!

With the exception of cattle, sheep and swine, each division is permitted to enter only their Grand Champion into the auction. Cattle, sheep and swine can also sell their Reserve Grand Champion and three breed champions. The following is a list of the record prices for various projects from the Sale of Champions.



Patrick Kober's Chianina steer sold for a record \$10,600 in 2001.

<u>Division</u>	<u>Project</u>	<u>Seller</u>	<u>County</u>	<u>Price</u>	<u>Year</u>
Beef	Crossbreed❖	Jeff Medley	Jasper	\$32,000	1983
Swine	Crossbreed❖	Jenny Lambright	LaGrange	\$26,000	1997
Sheep	Commercial❖	Michael Sherman	LaGrange	\$10,500	1993
Wool	Fleece of Wool❖	Melissa Snyder	Hendricks	\$3,500	2002
Dairy Goat	Pitcher of				
	Goat's Milk❖	Jill Summerlot	Morgan	\$6,100	1996
Horticulture	Cache of Honey	Amber Satterfield	Switzerland	\$5,000	2004
Dairy Cow	Plate of Cheese	Dairy Breed Champions	Multiple	\$9,500	1999
Rabbit	Meat Pen of Rabbits	Courtney Dickerson	Morgan	\$15,000	2000
Poultry	Meat Type Broiler❖	Joshua Carrell	Montgomery	\$6,200	2000
Horticulture	Garden Collection	Matthew Kirkham	Johnson	\$5,200	2002
Poultry	Roaster❖	Jacob McKinney	Noble	\$3,000	2001
Poultry	Commercial Goose	Time Roberts	Sullivan	\$3,680	1997
Poultry	Duck❖	Sarah Horn	Boone	\$2,500	2001
Poultry	Egg Type Chicken	Pete Akers	Boone	\$9,000	1999
Poultry	Pigeon	Nichole Gettinger	Whitley	\$1,000	1999
Meat Goat	Meat Goat❖	Lindsay Gardner	Scott	\$9,500	2004

❖ Denotes Grand Champion



Jordan Kinderman stands over his record breaking Champion Spot Barrow hog, which brought in \$7,000 in 2001.

Coming
in 2006!

150th Indiana State Fair Celebration

August 9-20, 2006

Midway



The Farrow Shows' carnival has earned a reputation for its commitment to cleanliness, quality and service. Their innovative SizeWise program uses large, eye-catching, customer-friendly signs throughout the midway to inform young visitors which rides they can safely ride. This program not only ensures safety, but also timely movement through ride lines. Parents have unanimously commended the program, which has become a new carnival standard across the country. In addition, all rides are inspected before opening and periodically throughout the Fair. The

State Building Commission inspector checks the rides daily, and there is an additional inspector on the grounds at all times.

Midway Hours:

Monday-Thursday	Noon - 11 p.m.
Friday	Noon - 1 a.m.
Saturdays	11 a.m. - 12:30 a.m.
Sundays	11 a.m. - 11 p.m.



MIDWAY WRISTBAND SPECIALS

Ride ALL the rides ALL you want during these
SPECIAL HOURS:

"Sneak A Peek"	Wed., Aug. 10	5-10 pm	\$17
"All Day Ride Survival"	Thur., Aug. 11	Noon-11 pm	\$20
"Midnight Madness"	Fri., Aug. 12	9 pm-1 am	\$17
"Family Day"	Mon., Aug. 15	Noon-5 pm	\$17
"Eastgate/Westgate Chrysler Jeep Dodge Family Day"			
	Tue., Aug. 16	Noon-5 pm	\$17
"Munchkins on the Midway" *	Wed., Aug. 17	Noon-4 pm	\$10
(*Kiddie Rides only)			
"All Day Ride Survival"	Thur., Aug. 18	Noon-11 pm	\$20
"Munchkins on the Midway" *	Fri., Aug. 19	Noon-4 pm	\$10
(*Kiddie Rides only)			
"Midnight Madness"	Fri., Aug. 19	9 pm-1 am	\$17
"Last Blast"	Sun., Aug. 21	4-10 pm	\$17

FUN FAIR FACT:

Farrow Shows' new spinning roller coaster, the Crazy Mouse, is making its first continental appearance at the Indiana State Fair!

Fair Traditions

With more new and exciting items being added every year, the State Fair is always changing. Yet what keeps generations of fairgoers coming back every year are the long-running traditions that are featured each year. Here is a short list of some of those events and exhibits:

- **Giant Hot Air Balloon Race** – For the past 30 years, opening day at the Indiana State Fair has been marked by the Giant Hot Air Balloon Race, which begins this year at 6 a.m. in the infield. The Balloon Night Glow, held at dusk the evening before the race, gives fairgoers the opportunity to walk among the balloons and ask questions of the pilots.
- **Midway** – In 1916, a 2,000-foot high-speed roller coaster was erected on the State Fairgrounds. This year, a new spinning coaster - the Crazy Mouse - makes its North American debut. It's just one more reason the midway is the centerpiece of Fair fun for many families.
- **Fairtrain** – Presented by the Indiana Transportation Museum, the Fairtrain has been making its trek from the Train Depot in Fishers, Ind. to the State Fairgrounds since 1963. Running on the Nickel Plate Line, the Fairtrain makes 10 trips a day throughout all 12 days of the Fair.
- **Union Federal Bank Daily Parade** – For the past ten years, the Union Federal Bank Daily Parade has been an anticipated event each evening at the Fair, showcasing groups, exhibits and various “areas” associated with the State Fair. The parade is especially long on Farmers’ Day when a number of unique antique tractors are added to the mix.
- **Fox Stake Harness Race** – One of the oldest annual harness races in the country, the Fox Stake has been held during the Fair on the one-mile Track of Champions since 1927. The inaugural race was sponsored by the Indiana Trotting and Pacing Horse Association and won by Red Pluto.
- **Marsh Grandstand Entertainment** – Throughout its history, numerous nationally known entertainers have graced the stages of the Indiana State Fair. Captain Kangaroo, Johnny Cash, the Beatles, Reba McEntire, Bruce Springsteen, Dolly Parton and Garth Brooks are just a few of the Fair’s former headliners.
- **Pioneer Village** – Since 1961, when the Pioneer Farm and Home Show began in the balcony of the old Grandstand, what’s now known as the State Fair’s Pioneer Village has been taking fairgoers back to yesteryear. Visitors can hear the scream of a steam engine, the musty smell of fresh sawdust and the sweet taste of homemade maple syrup.

Fair Food

Whether it's fresh, fried or frozen, one of the most popular elements of the State Fair has always been the food. This year is no different. In addition to the timeless treats traditional to the Fair like corn dogs, popcorn, cotton candy and funnel cakes, a few new items will be added to the menu (see the "What's New" section). Here is a short list and corresponding map of some of the Fair's fare that keeps people coming back year after year:

Deep-fried Favorites

1. **Carousel Foods**
 - **Reese's Cups (New!)** – This classic candy is dipped in a light cake batter, deep-fried and coated in powdered sugar.
 - **Oreos** – Served on toothpicks, these cookies are dipped in light cake batter, deep-fried, coated in powdered sugar and drizzled with chocolate.
 - **Candy Bars** – Chocolate-rich Snickers and Milky Ways are dipped in light cake batter, deep-fried and served on a stick.
2. **Reese's Cups Only**
3. **Spaghetti Eddie's**
 - **Twinkies** – These snack cakes are rolled in flour, dipped in batter, deep-fried, dusted with powdered sugar and topped off with a choice of sauces.
 - **Cinnamon Rolls** – These rolls are dipped in batter, fried to a golden brown, rolled in cinnamon and doused with icing.
 - **Italian Bowtie Pastries (New!)** – This light pastry dessert is served three ways: strawberry with sprinkles, honey with sesame seeds and chocolate with sprinkles.

Uniquely Indiana

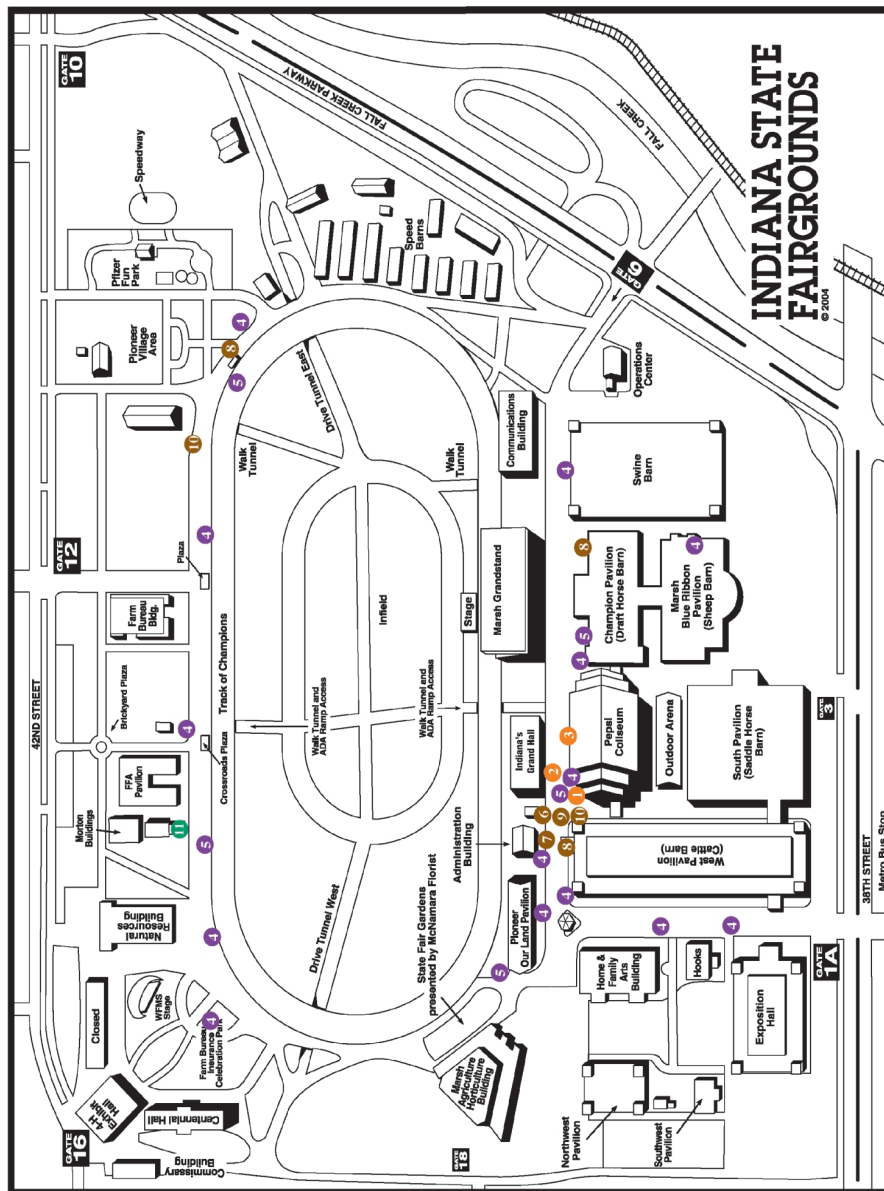
4. **Giant Breaded Tenderloins** – Always too big for the bun, this pork tenderloin is breaded and fried until crisp, then dressed to taste.
5. **Sweet Corn** – Butter-dipped, roasted ears of sweet corn are a State Fair standard.

Commodity Groups

6. **American Dairy Assoc. of Indiana** – The Dairy Bar offers a variety of grilled cheese sandwiches, milkshakes, fried mozzarella sticks and ice cream cones.
7. **Indiana Poultry Assoc.** – Serves turkey drumsticks, turkey tender sandwiches, 1/2 chickens, turkey dogs and duck bratwursts.
8. **Indiana Pork Producers Assoc.** – Offers pork burgers, chops and a low-carb "Boneless 'n Bunless Chop Salad" or the more mobile version, the "Boneless 'n Bunless Wrap."
9. **Indiana Sheep Breeders Assoc.** – Makes lamburgers, cheeselamburgers, lamb BBQ sandwiches and shish-ka-bobs.
10. **Indiana Beef Cattle Assoc.** – Serves ribeye sandwiches, filet mignon steaks, beef taco salads, smoked beef brisket, veal brauts and beef quesadillas.

New Item

- 11. State Fair Bakery and Coffee Shop (New!) –** A sit-down café serving Starbucks coffee and Taylor’s Bakery State Fair cream puffs that you can see filled and topped before your very eyes!



Fair Board



The Indiana State Fair Board consists of 17 members, including the Governor or his designee, the Commissioner of Agriculture or his designee, the director of the Purdue University Cooperative Extension Service or his designee, seven Governor-appointed members with agricultural backgrounds and one elected member from each of Indiana's seven agricultural districts.

Mission Statement:

The Indiana State Fair Board's mission is to annually hold the Indiana State Fair within policy set by the Indiana State Fair Commission to showcase agriculture and youth, and to educate the general public about agriculture. The Indiana State Fair develops programs that allow young and old alike to compete in areas as divergent as livestock production and photography. The Indiana State Fair should maintain and promote agricultural heritage by highlighting current production methods and previewing future developments of the food and fiber industries. The Indiana State Fair should educate and entertain the non-farm public about the sources, safety and nutritional value of the food products it purchases.

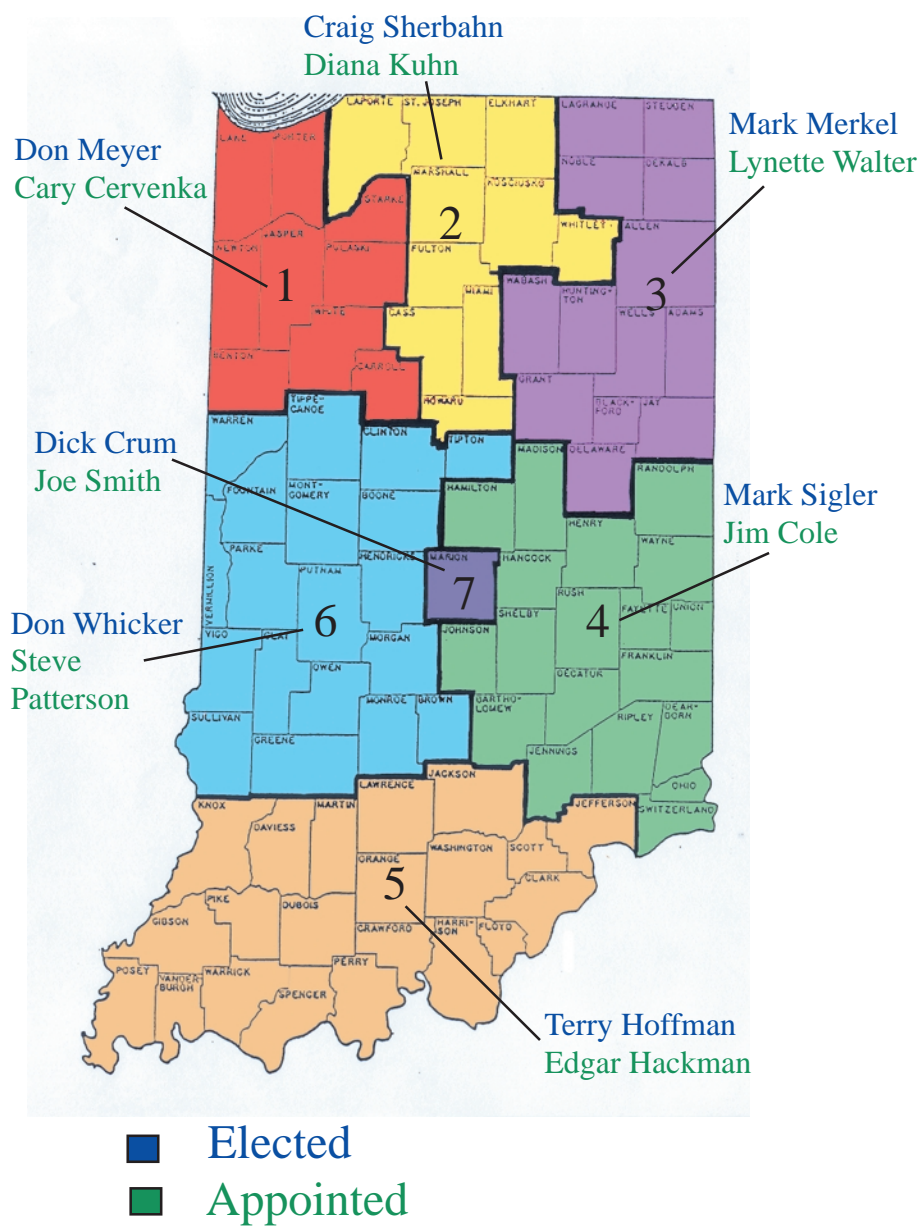


Front Row (left to right): Craig Sherbahn, Cary Cervenka, Terry Hoffman, Mark Merkel, Andy Miller, Dean Turner; **Middle Row**: Mark Sigler, Edgar Hackman, Don Whicker, Joe Smith, Dick Crum, Don Meyer; **Back Row**: Diana Kuhn, Dr. David Petritz, Lynette; **Not Pictured**: Jim Cole, Steve Patterson, Cindy Hoye

Ex-Officio:

- Representing the Governor: Danielle Chrysler
- Representing the Lt. Governor: Andy Miller
- Director of Indiana Cooperative Extension Service: Dr. David Petritz
- Executive Director, Indiana State Fair Commission: Cindy Hoye

Fair Board Districts:



Fair Commission



The Indiana State Fair Commission is a separate corporate and political body from the Indiana State Fair Board. It consists of five Governor-appointed members, one of whom is a presiding officer, and three ex-officio members: the Lt. Governor or designee, the presiding officer of the board of trustees for the Center for Agricultural Science and Heritage or designee and the president of the Indiana State Fair Board. The Commission employs the executive director of the Indiana State Fairgrounds, its chief administrative officer. All of the members bring a strong business background and a commitment to Indiana agriculture. The Commission oversees the year-round operations of the Indiana State Fairgrounds and establishes the policies by which the Indiana State Fair operates.

Mission Statement:

The Commission strives to be a good community neighbor and corporate citizen of the State of Indiana. To this end, the Commission places a high priority on supporting family-oriented activities and the growth and development of our youth through the events, shows and programs conducted at the Fairgrounds. The Commission is dedicated to serving the needs of its primary customers - event managers - which requires it to provide accessible, cost-effective, secure and modern facilities for the event managers. Future development and renovation of existing facilities must be compatible with the needs of its largest customer, the Indiana State Fair.

Indiana State Fair Commission Members:



Dr. Gene Sease

Dr. Gene Sease, Chairman - Indianapolis
Wayne Vance - New Albany
Susie Warner - Goshen
Amos Musselman - Newberry
Dean Turner - Plainfield
Andy Miller, Lt. Governor's Representative &
Director of Dept. of Agriculture
Cress Hizer, CASH Board of Turstess
designee - Indianapolis
Terry Hoffman, Fair Board President - Jasper



Fairgrounds Map

